

## CLAIMS

What is claimed is:

- 1 1. A method for presenting information, comprising:  
2 collecting at a client information about a user;  
3 transmitting via a network the collected information from the client to a location  
4 for generating a user profile for the user based on the collected  
5 information, wherein content is selected for the user based on the  
6 generated user profile;  
7 receiving the content at the client via the network; and  
8 presenting the content to the user at the client.
  
- 1 2. The method of claim 1, wherein the information about the user includes  
2 information relating to network utilization behaviors and attributes of the user.
  
- 1 3. The method of claim 1, wherein the user profile of the user includes model-  
2 generated information.
  
- 1 4. The method of claim 1, wherein the content includes one or more rules for  
2 controlling the presentment of the content to the user at the client.
  
- 1 5. The method of claim 1, wherein the information transmitted to the location  
2 includes an identifier, and wherein at least a portion of the content is selected  
3 based on the identifier.
  
- 1 6. The method of claim 1, wherein a fee is generated when the content is selected,  
2 and wherein the fee is charged to a party associated with the selected content.

1    7. The method of claim 1, wherein the user accesses sites coupled to the network  
2        utilizing a first application hosted by the client, and wherein the content is  
3        presented utilizing a second application hosted by the client.

1    8. A system for presenting information, comprising:  
2        logic that collects at a client information about a user;  
3        logic that transmits via a network the collected information from the client to a  
4        location for generating a user profile for the user based on the collected  
5        information, wherein content is selected for the user based on the  
6        generated user profile;  
7        logic that receives the content at the client via the network; and  
8        logic that presents the content to the user at the client.

1    9. The system of claim 8, wherein the information about the user includes  
2        information relating to network utilization behaviors and attributes of the user.

1    10. The system of claim 8, wherein the user profile of the user includes model-  
2        generated information.

1    11. The system of claim 8, wherein the content includes one or more rules for  
2        controlling the presentment of the content to the user at the client.

1    12. The system of claim 8, wherein the information transmitted to the location  
2        includes an identifier, and wherein at least a portion of the content is selected  
3        based on the identifier.

1    13. The system of claim 8, wherein a fee is generated when the content is selected,  
2        and wherein the fee is charged to a party associated with the selected content.

1 14. The system of claim 8, wherein the user accesses sites coupled to the network  
2 utilizing a first application hosted by the client, and wherein the content is  
3 presented utilizing a second application hosted by the client.

1 15. A computer program product for presenting information, comprising:  
2 computer code that collects at a client information about a user;  
3 computer code that transmits via a network the collected information from the  
4 client to a location for generating a user profile for the user based on the  
5 collected information, wherein content is selected for the user based on the  
6 generated user profile;  
7 computer code that receives the content at the client via the network; and  
8 computer code that presents the content to the user at the client.

1 16. The computer program product of claim 15, wherein the information about the  
2 user includes information relating to network utilization behaviors and attributes  
3 of the user.

1 17. The computer program product of claim 15, wherein the user profile of the user  
2 includes model-generated information.

1 18. The computer program product of claim 15, wherein the content includes one or  
2 more rules for controlling the presentment of the content to the user at the client.

1 19. The computer program product of claim 15, wherein the information transmitted  
2 to the location includes an identifier, and wherein at least a portion of the content  
3 is selected based on the identifier.

1 20. The computer program product of claim 15, wherein a fee is generated when the  
2 content is selected, and wherein the fee is charged to a party associated with the  
3 selected content.

1 21. The computer program product of claim 15, wherein the user accesses sites  
2 coupled to the network utilizing a first application hosted by the client, and  
3 wherein the content is presented utilizing a second application hosted by the  
4 client.

1 22. A system for presenting information, comprising:  
2 means for collecting information about a user at a client;  
3 means for transmitting via a network the collected information from the client to a  
4 location for generating a user profile for the user based on the collected  
5 information, wherein content is selected for the user based on the  
6 generated user profile;  
7 means for receiving the content at the client via the network; and  
8 means for presenting the content to the user at the client.

1 23. A method for presenting information, comprising:  
2 receiving utilizing a network information about a user collected at a client;  
3 generating a user profile for the user based on the information;  
4 selecting content for presenting the user based on the user profile; and  
5 transmitting the content to the client via the network, wherein the content is  
6 presented to the user by the client.

1 24. The method of claim 23, wherein the information about the user includes  
2 information relating to network utilization behaviors and attributes of the user.

1 25. The method of claim 23, wherein the user profile of the user includes model-  
2 generated information.

1 26. The method of claim 23, wherein the content includes one or more rules for  
2 controlling the presentment of the content to the user at the client.

1 27. The method of claim 23, wherein the information transmitted to the location  
2 includes an identifier, and wherein at least a portion of the content is selected  
3 based on the identifier.

1 28. The method of claim 23, wherein a fee is generated when the content is selected,  
2 and wherein the fee is charged to a party associated with the selected content.

1 29. The method of claim 23, wherein the user accesses sites coupled to the network  
2 utilizing a first application hosted by the client, and wherein the content is  
3 displayed utilizing a second application hosted by the client.

1 30. A system for presenting information, comprising:  
2 logic that receives utilizing a network information about a user collected at a  
3 client;  
4 logic that generates a user profile for the user based on the information;  
5 logic that selects content for presenting the user based on the user profile; and  
6 logic that transmits the content to the client via the network, wherein the content  
7 is presented to the user by the client.

1 31. The system of claim 30, wherein the information about the user includes  
2 information relating to network utilization behaviors and attributes of the user.

1 32. The system of claim 30, wherein the user profile of the user includes model-  
2 generated information.

1 33. The system of claim 30, wherein the content includes one or more rules for  
2 controlling the presentment of the content to the user at the client.

1 34. The system of claim 30, wherein the information transmitted to the location  
2 includes an identifier, and wherein at least a portion of the content is selected  
3 based on the identifier.

1 35. The system of claim 30, wherein a fee is generated when the content is selected,  
2 and wherein the fee is charged to a party associated with the selected content.

1 36. The system of claim 30, wherein the user accesses sites coupled to the network  
2 utilizing a first application hosted by the client, and wherein the content is  
3 displayed utilizing a second application hosted by the client.

1 37. A computer program product for presenting information, comprising:  
2 computer code that receives utilizing a network information about a user collected  
3 at a client;  
4 computer code that generates a user profile for the user based on the information;  
5 computer code that selects content for presenting the user based on the user  
6 profile; and  
7 computer code that transmits the content to the client via the network, wherein the  
8 content is presented to the user by the client.

1 38. The computer program product of claim 37, wherein the information about the  
2 user includes information relating to network utilization behaviors and attributes  
3 of the user.

1 39. The computer program product of claim 37, wherein the user profile of the user  
2 includes model-generated information.

1 40. The computer program product of claim 37, wherein the content includes one or  
2 more rules for controlling the presentment of the content to the user at the client.

1 41. The computer program product of claim 37, wherein the information transmitted  
2 to the location includes an identifier, and wherein at least a portion of the content  
3 is selected based on the identifier.

1 42. The computer program product of claim 37, wherein a fee is generated when the  
2 content is selected, and wherein the fee is charged to a party associated with the  
3 selected content.

1 43. The computer program product of claim 37, wherein the user accesses sites  
2 coupled to the network utilizing a first application hosted by the client, and  
3 wherein the content is displayed utilizing a second application hosted by the  
4 client.

1 44. A system for presenting information, comprising:  
2 means for receiving utilizing a network information about a user collected at a  
3 client;  
4 means for generating a user profile for the user based on the information;  
5 means for selecting content for presenting the user based on the user profile; and  
6 means for transmitting the content to the client via the network, wherein the  
7 content is presented to the user by the client.

1 45. A method for presenting information, comprising:  
2 collecting at a client information about a user, wherein the user accesses sites  
3 coupled to the network utilizing a first application hosted by the client,  
4 and wherein the information includes information relating to network  
5 utilization behaviors and attributes of the user, and at least one identifier;  
6 transmitting via a network the collected information from the client to a location  
7 for generating a user profile for the user based on the collected  
8 information, wherein the user profile of the user includes model-generated  
9 information, wherein content is selected for the user based on the  
10 generated user profile and at least a portion of the content is selected based  
11 on the at least one identifier, wherein the content includes one or more  
12 rules for controlling the presentment of the content to the user;  
13 receiving the content at the client via the network; and

14       presenting the content to the user at the client in accordance with the one or more  
15       rules, wherein the content is presented utilizing a second application  
16       hosted by the client.

1       46. A system for presenting information, comprising:  
2       logic that collects at a client information about a user, wherein the user accesses  
3       sites coupled to the network utilizing a first application hosted by the  
4       client, and wherein the information includes information relating to  
5       network utilization behaviors and attributes of the user, and at least one  
6       identifier;  
7       logic that transmits via a network the collected information from the client to a  
8       location for generating a user profile for the user based on the collected  
9       information, wherein the user profile of the user includes model-generated  
10       information, wherein content is selected for the user based on the  
11       generated user profile and at least a portion of the content is selected based  
12       on the at least one identifier, wherein the content includes one or more  
13       rules for controlling the presentment of the content to the user;  
14       logic that receives the content at the client via the network; and  
15       logic that presents the content to the user at the client in accordance with the one  
16       or more rules, wherein the content is presented utilizing a second  
17       application hosted by the client.

1       47. A computer program product for presenting information, comprising:  
2       computer code that collects at a client information about a user, wherein the user  
3       accesses sites coupled to the network utilizing a first application hosted by  
4       the client, and wherein the information includes information relating to  
5       network utilization behaviors and attributes of the user, and at least one  
6       identifier;  
7       computer code that transmits via a network the collected information from the  
8       client to a location for generating a user profile for the user based on the  
9       collected information, wherein the user profile of the user includes model-

10 generated information, wherein content is selected for the user based on  
11 the generated user profile and at least a portion of the content is selected  
12 based on the at least one identifier, wherein the content includes one or  
13 more rules for controlling the presentment of the content to the user;  
14 computer code that receives the content at the client via the network; and  
15 computer code that presents the content to the user at the client in accordance with  
16 the one or more rules, wherein the content is presented utilizing a second  
17 application hosted by the client.

1 48. A system for presenting information, comprising:  
2 means for collecting at a client information about a user, wherein the user  
3 accesses sites coupled to the network utilizing a first application hosted by  
4 the client, and wherein the information includes information relating to  
5 network utilization behaviors and attributes of the user, and at least one  
6 identifier;  
7 means for transmitting via a network the collected information from the client to a  
8 location for generating a user profile for the user based on the collected  
9 information, wherein the user profile of the user includes model-generated  
10 information, wherein content is selected for the user based on the  
11 generated user profile and at least a portion of the content is selected based  
12 on the at least one identifier, wherein the content includes one or more  
13 rules for controlling the presentment of the content to the user;  
14 means for receiving the content at the client via the network; and  
15 means for presenting the content to the user at the client in accordance with the  
16 one or more rules, wherein the content is presented utilizing a second  
17 application hosted by the client.